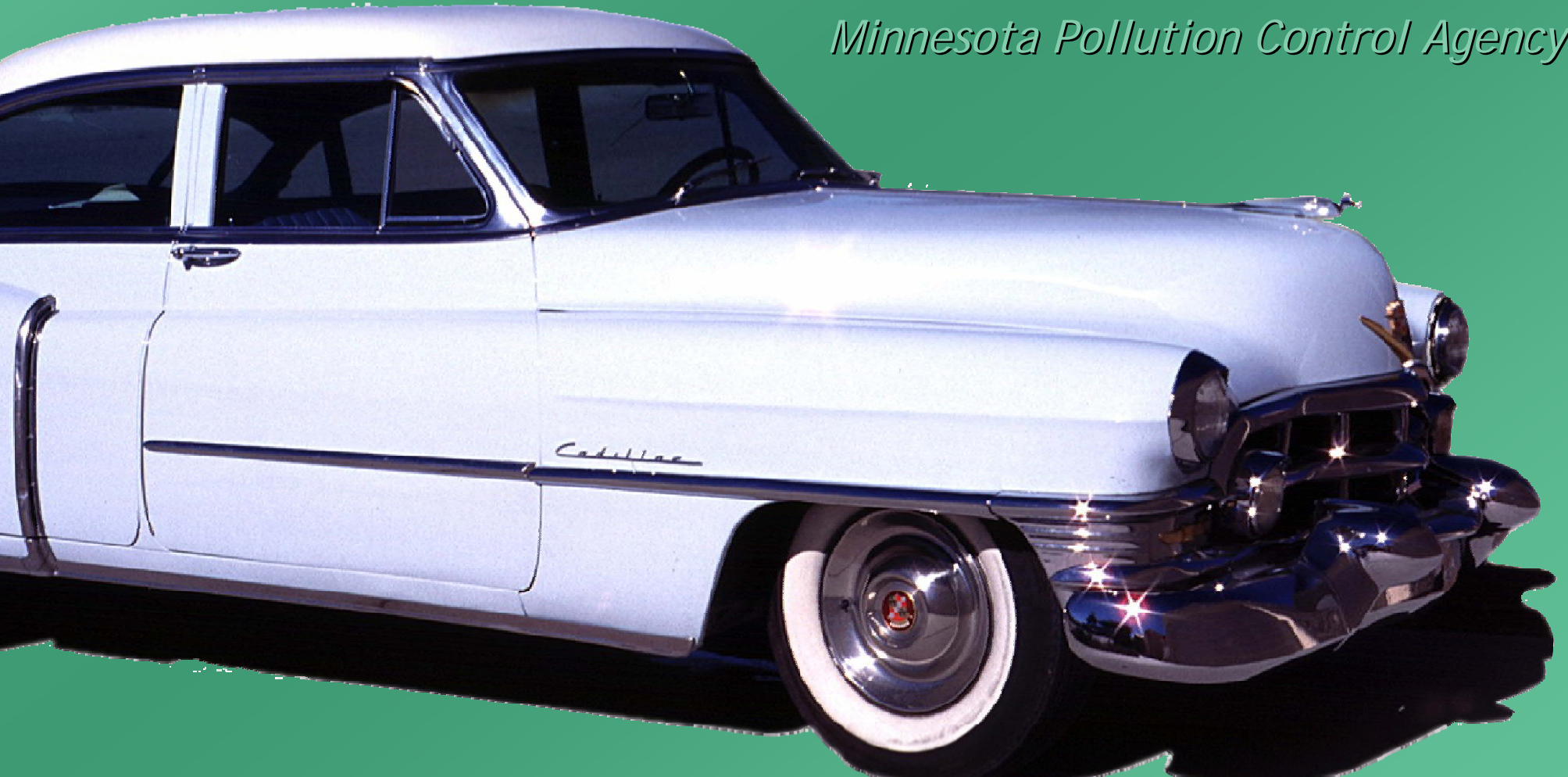


The “*Cadillac*” of Superfund Community Workgroup Communication Plans:

St. Louis River / Interlake / Duluth Tar Superfund Site

Anne Perry Moore

Minnesota Pollution Control Agency



Communications, "*Cadillac*" style

- Proactive crisis communications plan

Communications, “*Cadillac*” style

- Proactive crisis communications plan
- Innovative tools

Communications, “*Cadillac*” style

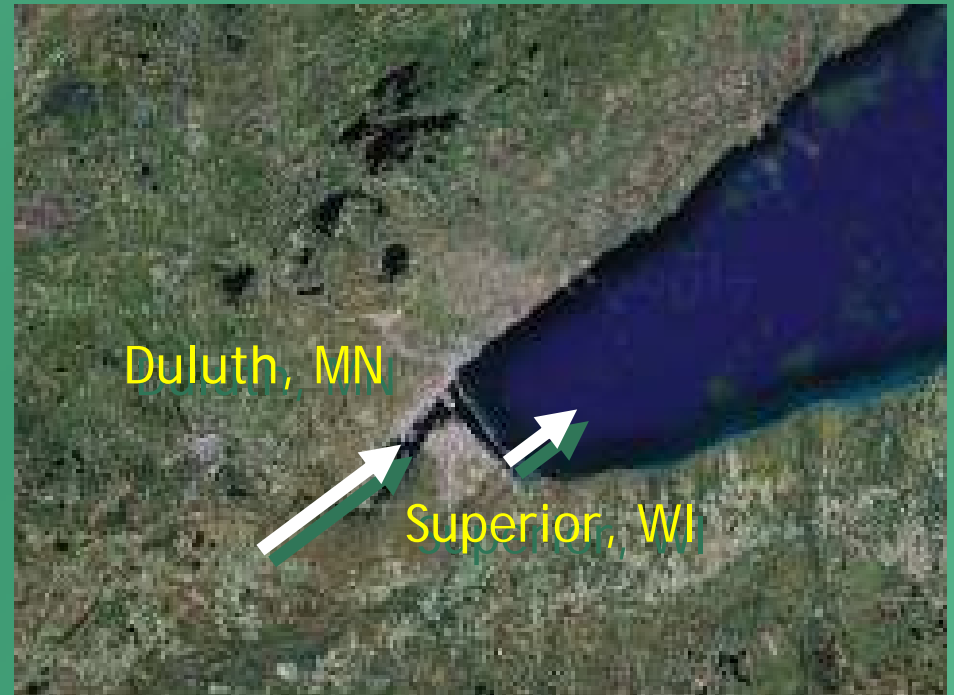
- Proactive crisis communications plan
- Innovative tools
- Comprehensive response

Duluth, Minnesota



A river runs through it

- Interstate competition
 - Shipping
 - Trade
 - Economic future



Tale of two cities

- One natural outlet
- One defiant decision



Changing history

- **Duluth**
 - future world port
 - future Area of Concern



Industrial development

- Harbor dredging
- Wetland losses
- Altered shoreline



Stryker Bay residents' evolution

- Industrial neighbors: odors, horse heads
- Adjusting to cleanup
- Hopeful about future



Life-long Stryker Bay resident,
Dan Simonson

St. Louis River / Interlake / Duluth Tar Superfund site

- 1979 oil slick
- 1983 Superfund site
- By-products =
pollution



Communicating remedy options

- 1995 workgroup formed
- Traditional land-based cleanup issues, communications



New challenges

- Non-traditional issues
- Non-traditional communications



9 years, 10 remedy alternatives

- Unknown technologies
- Multiple issues
- Partial win-win



Jane Mosel, MPCA Project Manager

Communications overview

- One communication strategy
- Variety of tools
- Collaboration



Lisa Neitzel, The JPG Group

Community workgroup



Communication strategy

- Educate
 - Cleanup
 - Health risks
- Inform
 - Timeline
 - Resources
- Collaborate



 **Minnesota Department of Health**
Protecting, maintaining and improving the health of all Minnesotans

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Risk Assessment Rules/Guidance

The following guidance was developed by the Minnesota Department of Health (MDH) at the request of the Minnesota Pollution Control Agency (MPCA). For more information, contact the [Health Risk Assessment Unit](#), 651/201-4899.

Naphthalene: Acute and Chronic Health-Based Values for Air

Updated July 6, 2004

Chemical: Naphthalene
CAS number: 91-20-3

Issues and methods

	Workgroup	Web	Auto. Phone	Mail	Call / in person
construction schedule: on land, in water; materials delivery; truck traffic, routes; noise	yes	yes	yes	yes	yes
Air monitoring, odors, related health issues and complaints	yes	yes	yes	yes	yes
Permits, status; compliance enforcement	yes	no	no	yes	yes
Water monitoring, compliance and enforcement	yes	yes	no	yes	yes
Neighborhood concerns unrelated to site	yes	no	no	no	yes

Web: www.slriddt.com

ST. LOUIS RIVER INTERLAKE DULUTH TAR

[OVERVIEW](#) [SITE NEWS](#) [FAQs](#) [LINKS](#) [CONTACT](#)

Minnesota Pollution Control Agency
MAIN SITE | SEDIMENTS

SLRIDT Superfund site Sediment Cleanup

Take a virtual tour
CLICK BELOW TO VIEW
PHOTOS OF THE SLRIDT SITE
BEFORE CLEANUP BEGAN.

West Duluth neighborhood
of Duluth, MN

1

Stryker Bay

2

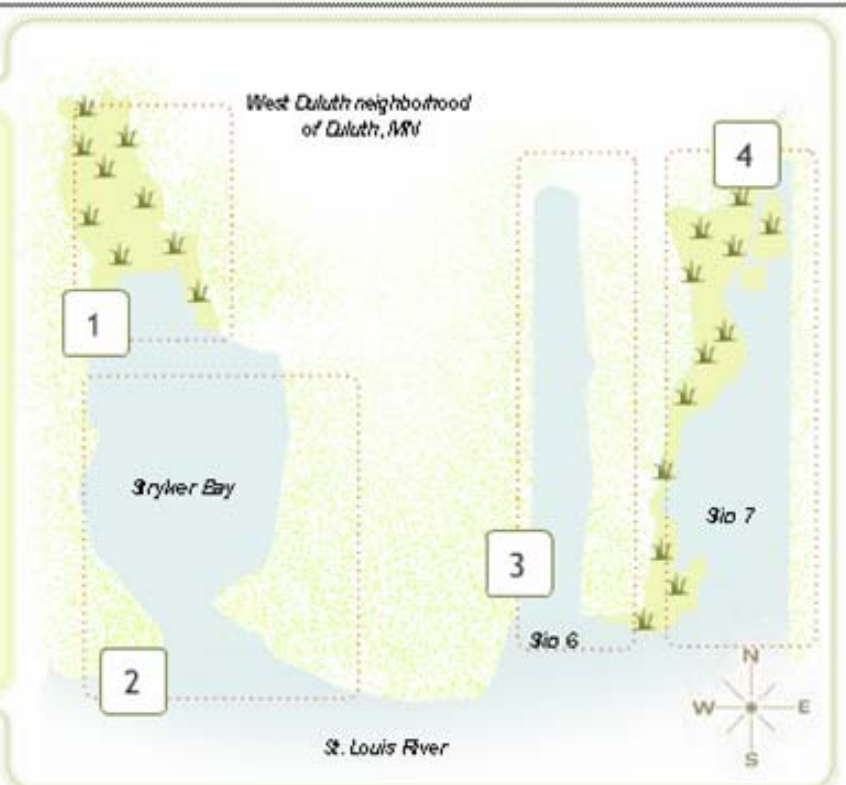
3

4

Site 6

Site 7

St. Louis River



N
W E
S

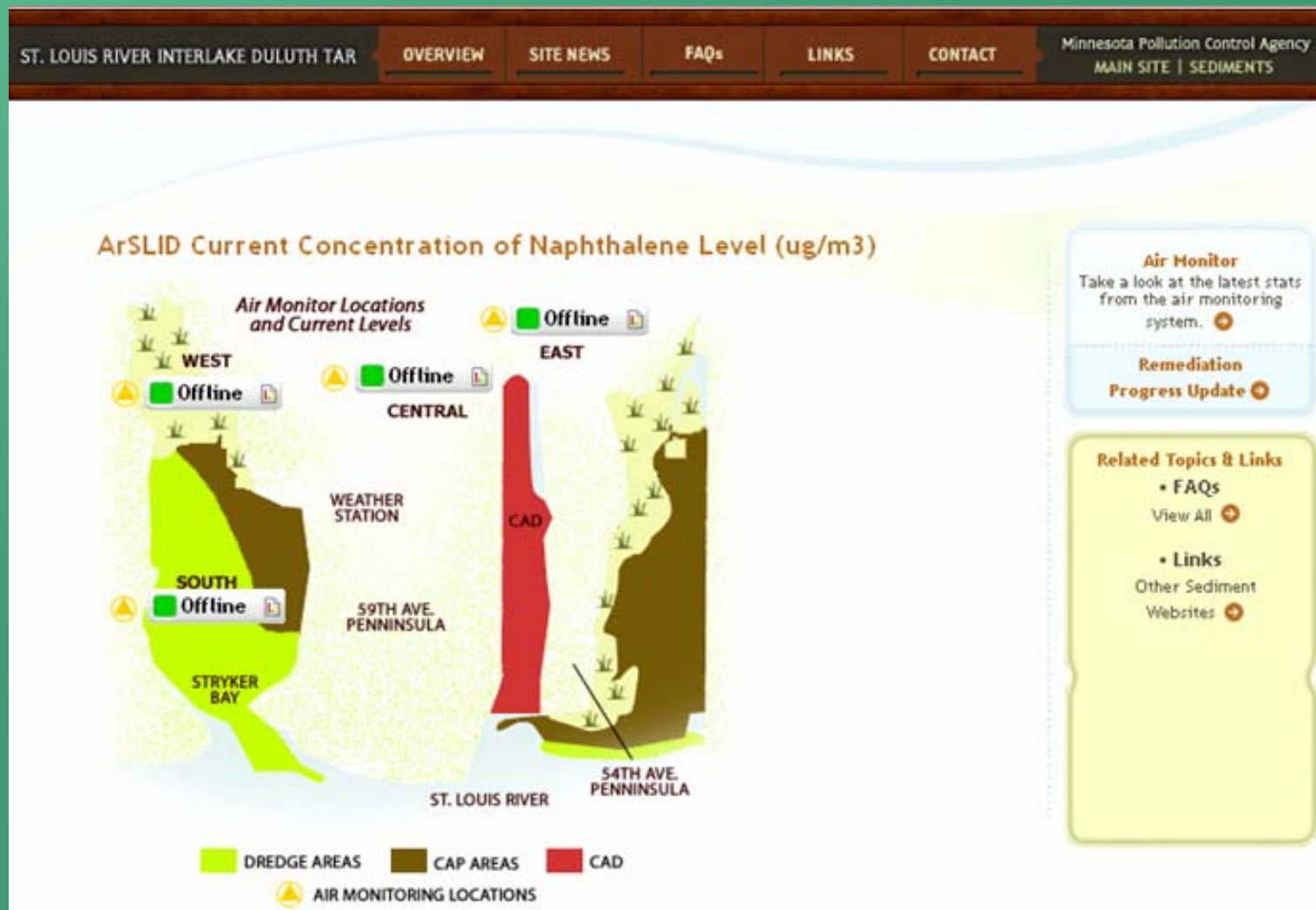
Air Monitor
Take a look at the latest stats
from the air monitoring
system. ➤

**Remediation
Progress Update** ➤

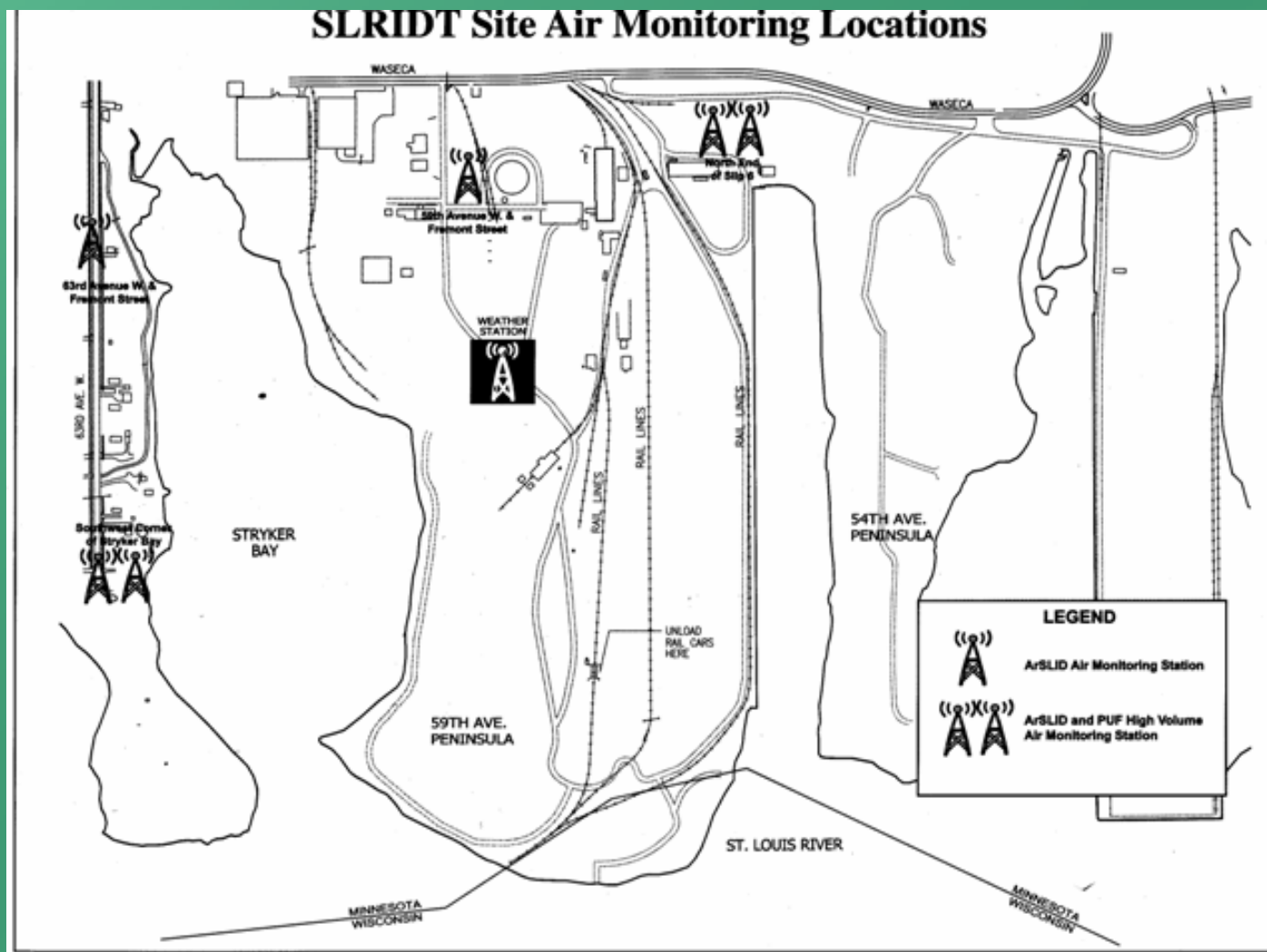
- **LATEST HAPPENINGS** ➤
- **SCHEDULE** ➤
- **UPCOMING EVENTS** ➤
- **SITE SPECIFIC TECHNICAL REPORTS**
Exit SLRIDT Web site ➤

Last Revised 3.27.06

Web: www.slridt.com











Workgroup handout



Light signals at air monitors



Light signal handout

Light Status (note: each monitor could have a different light status)		ARSLID Reading (micrograms per meter, cubed, or ug/m ³ of naphthalene)	Site Activities	MPCA Actions	Information for Stryker Bay-area residents
Monitors	slridt.com				
		< 200 (1 hour average; updated every 5 minutes)	Site work continues as planned.		Levels are <u>below</u> Minnesota Department of Health short-term exposure / interim screening concentration (200 ug/m ³). Odors other than naphthalene may exist.
		200 – 1,999 (1 hr avg.; updated every 5 minutes)	Site work continues, contractor and MPCA staff evaluate possible emission control measures.	Emission source identified, evaluated via on-site mobile monitoring. Additional emissions control measures evaluated and implemented; weather conditions determine construction activities / next steps.	Levels are <u>above</u> MDH short-term exposure interim screening concentration. Some people may smell naphthalene or other odors and experience some discomfort. If feeling discomfort, consider going indoors, closing windows, turning off air conditioners and/or leaving the immediate area for a period of time.
		2,000 – 19,999 (1 hr avg.; updated every 5 minutes)	All in-water site work immediately stops when any one of the Arslid monitors reaches 2,000 ug/m ³ .	At 2,000 ug/m ³ , emissions source evaluated, mobile monitor used to track emission pathway. Weather conditions and prediction reviewed. Precautionary measures reviewed, evaluated and possibly implemented.	Naphthalene & other odors are likely; some people may experience discomfort and these people may choose to temporarily leave the area for a period of time to relieve symptoms.
		20,000 + (15 minute average; updated every 5 minutes)	Contractor and MPCA staff now evaluating the extent and magnitude of emissions with mobile air monitor(s).	MPCA will contact potentially affected residents and/or workers in the affected monitor's zone and advise on next steps if action is necessary. Mobile air monitor moved to downwind neighborhood.	If action is necessary, residents/ businesses in the affected area may be contacted by auto-dialer phone system with a specific message (i.e., close windows, stay indoors, or temporarily relocate). Call 279-2842 for the latest info.

24/7 work schedule

- Inform
 - Noise restrictions
 - Time savings
- Collaborate



Site access restrictions

- Inform
 - Site access
- Educate
 - Safety (year-round)
- Collaborate



Neighborhood call zones



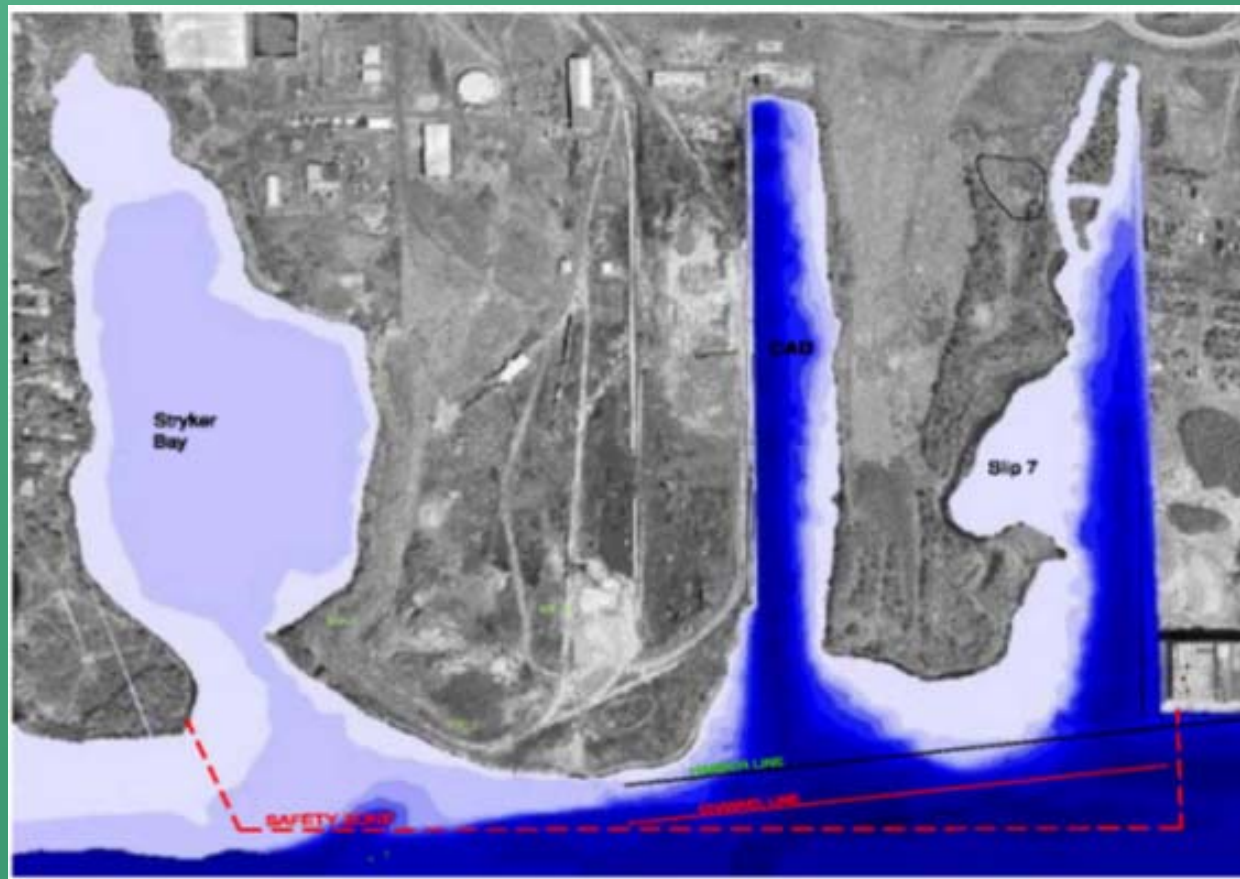
Site tours



First responders



Marine safety



Business and media relations



Communications, “*Cadillac*” style

- Proactive crisis communications plan
- Innovative tools
- Comprehensive response
- Evaluation

Lessons learned

- Invite yourself into the neighborhood
- Think ahead
- Brainstorm less-likely partnerships
- Uses your senses
- Anticipate worst-case scenario

The end.

Anne Perry Moore
Minnesota Pollution Control Agency
anne.moore@state.mn.us

